

PUBLICATION/VIDEO REQUIREMENTS AND REVIEW PROCEDURES

0626

(No. 36 March 2014)

Some of the most effective methods for communication with the public are CAL FIRE produced print and video/film materials. CAL FIRE-produced materials allow the Department to communicate a specific message and to choose the appropriate contact for meeting specific local, regional, and statewide needs. All materials will reflect the Department's mission and provide an opportunity to increase CAL FIRE visibility.

CONTENT REQUIREMENTS

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CAL FIRE encourages the development of printed and video material. All materials should be written in a clear, concise manner geared to all audiences. The publication must include, on the front cover, back cover, or inside back cover, the department logo and the names and titles of the Governor, The Resources Agency Secretary, and CAL FIRE Director. Below is a sample. The names and logo can be placed (centered, flush left, or flush right) to best suit the format of the publication.



Ken Pimlott,
Director
California Department of Forestry and Fire Protection

John Laird
Secretary for Resources
The Resources Agency

Edmund G. Brown, Jr.
Governor
State of California

When producing OSFM materials add the Fire Marshal's name and title below the CAL FIRE Director's name and title.

Tonya Hoover
State Fire Marshal
CAL FIRE Office of the State Fire Marshal

Dates

All CAL FIRE-produced materials will be dated somewhere at the beginning or end of the publication/video for future reference.

Web site

Be sure to include the CAL FIRE Web site URL on all publications and videos.

www.fire.ca.gov

Statistics

Statistics of all types are a vital part of almost every piece of information produced by CAL FIRE; therefore, it is mandatory that they are used wisely to support the message of your publication, and that they are ACCURATE.

When using fire season statistics that ARE NOT final, place a disclaimer to that effect.

For example: "The statistics used here are through 10/10/05. Final figures are still being tabulated and the numbers will change." Final fire season statistics **will match those produced in the CAL FIRE Wildfire Activity Statistics report (the Red Book).**

Acronyms/Terminology

In writing for all audiences, remember to explain all fire service terminology or do not use it at all. For example: Do not use terms, abbreviations, or acronyms like FC, FAE, ICS, IAP, Engine Strike Team, Team #6, IC BC, tanker, etc. Spell these terms out and explain concepts such as "strike team".

Photos and Video

When using photos:

Make sure all safety regulations are being complied within all CAL FIRE fire and emergency response-related photos.

Photos of CAL FIRE employees at work do not require prior authorization by the employee.

Photos of inmate crews at work, DO, require prior authorization. Check with the Fire Captain in charge of the crew before taking the photos.

Photos of private citizens (adults and children) not at a public event require prior authorization if you are going to use those photos in print, video, or on the Internet. Use [CAL FIRE Photo Authorization Form \(CAL FIRE-323\)](#).

Make sure your photos relate to your material and provide captions where applicable. ***Be sure to credit the proper photographer if using a photo taken by a source other than yourself – newspaper, professional photographer, wire service, etc.***

Video/Film

When using video or film of any kind:

Make sure all safety regulations are being complied with in all CAL FIRE fire and emergency response related footage.

Video/film of CAL FIRE employees at work does not require prior authorization by the employee(s).

Video/film of inmate crews at work, DOES, require prior authorization. Check with the Fire Captain in charge of the crew before shooting any film.

Video/film of private citizens (adults and children) not at a public event require prior authorization if you are going to use that tape in any film that may end up beyond internal Department use (i.e., training). Use CAL FIRE Photo Authorization Form (CAL FIRE-323).

Video/film shot by television news crews is the property of the television station and may not be included in films produced by CAL FIRE for public use without written permission of the television station.

Always verify video/film ownership and credit the proper film source if other than yourself.

**Almost all print and video/film material ultimately ends up posted on a website at some point, making all the text, photos and film clips available to a worldwide audience.*

“Use of this is not authorized unless permission of the owner is obtained. CAL FIRE does not own the rights to this/these photos.”

APPROVAL REQUIREMENTS

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All publications, including reprints of material already published (excluding Forms, Information and Records Management documents, i.e., policy and procedure manuals, and those exceptions set forth below), and all videos/films, DVD's, CD's etc, which are produced and printed with CAL FIRE funds (including projects produced for CAL FIRE with grant funds) and distributed anywhere outside the department - public, Legislature, schools, agencies, etc.-, must be cleared through the CAL FIRE Communications Office prior to printing/production. This procedure ensures that all CAL FIRE publications and videos/films are consistent and accurate in format, and that all publications are processed through the current Resources Agency/Governor's Office "Publication Review" procedures. Plan one month prior to printing of a publication for the review process. (The review time is usually much shorter than this.)

When submitted to the Communications Office, publications should be in complete draft form, including written copy, photocopies of photos to be used, completed copies of the CAL FIRE Photo Authorization Form (CAL FIRE-323) if required, layout, acknowledgements, if necessary (CAL FIRE does not "dedicate" publications), and the required review form, [CAL FIRE Request for Print Material/Video Approval, \(CAL FIRE-136\)](#) completed and signed.

When processing a report to the Legislature, refer to the [Legislative Procedures Handbook 0500](#), or you may check with CAL FIRE's Office of Legislation at (916) 653-5333.

There are some additional requirements for processing these types of documents. When submitting videos/films, be sure to include a justification for producing the video/film, the script, and planned distribution.

Exemptions to Approval Requirements

For materials produced for use locally within one or two unit boundaries, there are exemptions to the above requirements:

- These materials may use the unit or unit chief's name, rather than the Director's, Secretary for Resources', or Governor's names.
- These materials may be approved through the appropriate unit channels rather than Sacramento Headquarters.

When producing materials to or contributing to an Interagency or Multi-agency publications, if possible a review of the publication is requested; however if CAL FIRE is only listed as a "contributor" to a publication or report, a minimum of the following is required.

- Every individual contributing to a publication have their work reviewed (by executive level staff) before it's submitting.

(Please send the Sacramento Communications Office a courtesy copy of these materials for their files.)

Library Distribution Act (LDA)

Prior to printing the publication, be sure to check the Library Distribution Act as set forth in Government Code sections 14900-14911 and the State Administrative Manual sections 3120-3124.

This will allow for the printing of enough copies to cover the mandatory distribution of state agency publications to libraries. The LDA ensures that these publications will be widely available to residents of the state.

The California State Library carries out the provisions of the Act. As of 11/05 there were 137 depository libraries statewide.

PUBLICATION APPROVAL FORM

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A draft copy of all publications shall be submitted to the CAL FIRE Communications Office with a [CAL FIRE Request for Print Material/Video Approval \(CAL FIRE-136\)](#) form. This form can be found on the CAL FIRE Bulletin Board under Sacramento Headquarters, Communications, and on the CAL FIRE Intranet under Handbook & Forms. The format must be followed precisely. Please complete each part of the form. When information is not applicable to your publication, an "N/A" must be used.

Copy Requirements

Provide to the CAL FIRE Communications Office one copy of the draft publication in as final and complete a format as possible, including title page requirements, and the CAL FIRE Request for Print Material/Video Approval (CAL FIRE-136) form.

Two copies are required: the original CAL FIRE Request for Print Material/Video Approval form, one copy of the original form, and one surname* copy shall be prepared, as well as one copy of the draft publication.

*The surname copy shall be signed off according to your unit/section chain of command. Include on the surname form a "Communications Office space", "a Chief Deputy Director space", and two "Deputy Director spaces."

Processing

After approval by the Communications Office, the publication will go to the CAL FIRE Executive Office for the Deputy Director, Chief Deputy Director, and Director's signatures, and then, if necessary, to The Resources Agency for review and approval and possibly forwarding to the Governor's Office.

Following approval, the package will be returned to the CAL FIRE Executive Office and the author will receive the approved [CAL FIRE Request for Print Material/Video Approval \(CAL FIRE-136\)](#) form along with any requested changes in the draft.

WRITING FOR PUBLICATIONS

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CAL FIRE encourages employees to submit articles within their area of expertise to periodicals and industry publications. The topics for such articles could include incident anecdotes, the results of recent equipment or product tests, program updates, or anything else the writer is qualified to report. Always include the rank and unit of the author.

This review of material written for outside publications is not meant to question the expertise or writing style of CAL FIRE personnel. However, the department does want to be aware of articles that cite CAL FIRE statistics, that are researched and written on department time, and that are bylined with reference to the author's CAL FIRE affiliation.

When submitting articles for periodicals and industry publications, the writer should adhere to the following approval process:

- Submit the article through the normal chain of command to the unit chief.
- If approved, submit the article to the region chief.
- If the publication readership extends beyond the region boundaries, submit the article to the CAL FIRE Communications Office for approval by the CAL FIRE Deputy Director, Communications.

COMMUNIQUE

0626.5

(No. 36 March 2014)

General Information

The Communiqué is published electronically and posted on the CAL FIRE Web site – www.fire.ca.gov at the discretion of the CAL FIRE Communications Office. The newsletter is created (writing, editing, and layout design,) by the CAL FIRE Communications Office. It is produced in a color/photo version, and a text version for easier download.

Those retirees on the e-mail list maintained by the official 25-Year Club Department liaison will be notified when the Communiqué has been posted to the CAL FIRE Web site.

The text version of the newsletter will also be forwarded to those on that e-mail list. To get your name on that e-mail list, contact Karen Harper at Pandigram@comcast.net.

*This e-mail list is not provided to, or used by any entities other than the CAL FIRE- 25 Year Club and the California Department of Forestry and Fire Protection for the purpose noted here, or outlined in the 25-Year Club/CAL FIRE Communications Policy (Section 0627).

The ***Personnel Transactions*** section is produced as part of each Communiqué. Transaction information is provided by the field units in a specified format on the same schedule as the Communiqué.

The ***Kudos*** section of the Communiqué is produced separately in electronic format and posted to the CAL FIRE Web site.

Submitting Material for the Communiqué

We accept and encourage articles from all CAL FIRE employees and retirees. Written material may be e-mailed or mailed to the Communications Office. The author's name, title, location, and phone number should be included with the article for byline purposes and in case more information or verification of information is needed. Try to keep articles to no more than 800 words unless previously arranged with the editor.

Articles can be emailed to Alisha Herring: <mailto:alisha.herring@fire.ca.gov>. Mailed articles should be sent to: CAL FIRE Communications Office, ATTN: Communiqué, P.O. Box 944246, Sacramento, CA 94244-2460.

Writing Assistance

If there is something going on in your unit/program that you know would make a good article for the Communiqué but you do not have time to write the article, give us a call. We will try to do the research and write the article for you. This service is contingent upon staff availability.

Photos

See Section 0626.1 – Content Requirements

Contacts

You can contact the Communiqué staff at (916) 653-5123.

Editorial/Design Control

The Communications staff holds final editorial license on all material and photos submitted to the newsletter. Articles may be edited for space and clarity. Layout of the newsletter is determined by the editor.

[\(see next section\)](#)

[\(see HB Table of Contents\)](#)

[\(see Forms or Forms Samples\)](#)